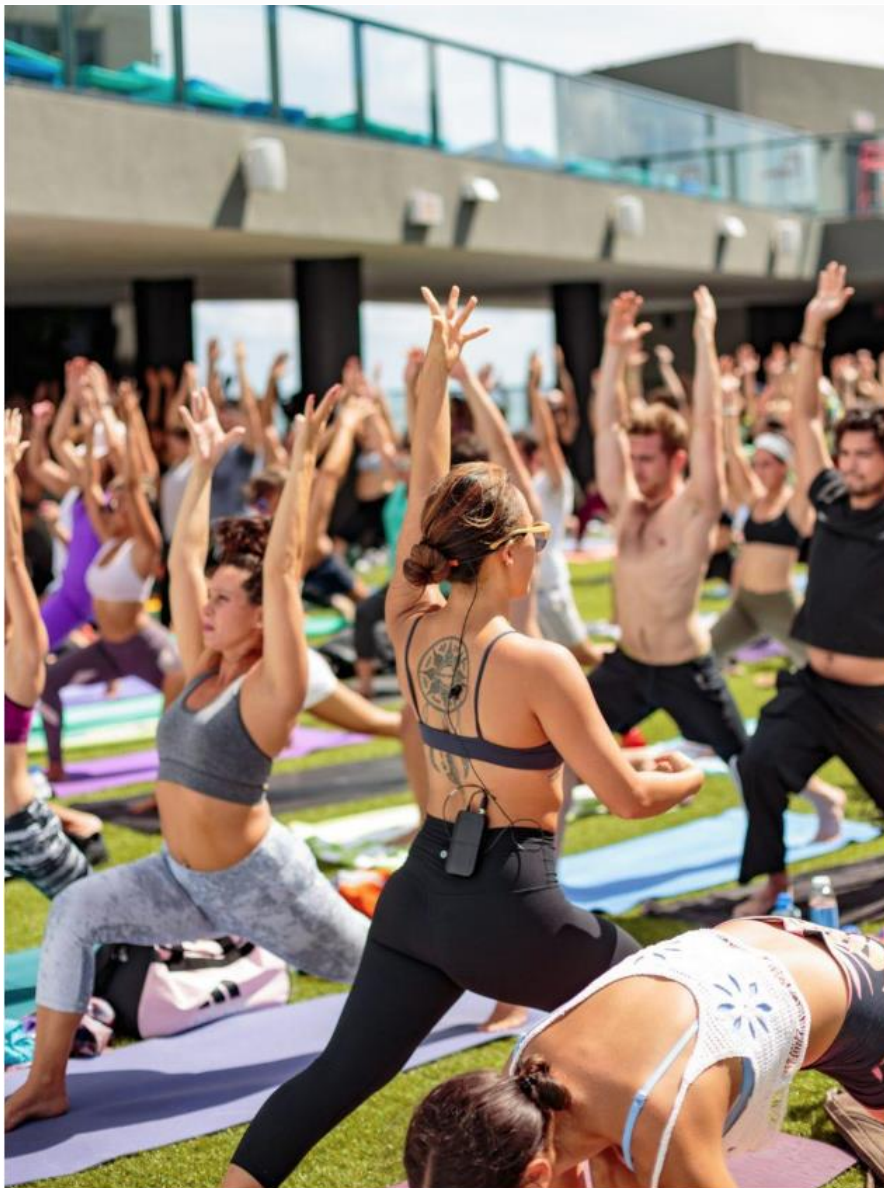


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Fitting Fortresses For The Fitness Focused



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X Miami hosts a rooftop yoga session attended by about 300 of its fittest residents. X MIAMI

Catering to the health-and-fitness-oriented renter or buyer is nothing new for multifamily industry architects and developers. Sprawling fitness centers, bicycle kitchens and juice bars all stand as testament to health's resonance as a 21st Century marketing touchstone.

But in Miami and Miami Beach, peppered as they are with spectacularly-sculpted young men and women, developers are raising the stakes in the rivalry for the buffest renters and buyers in all of South Florida. For folks who market residences in Miami, it's not so much survival of the fittest, but survival of those luring the fittest.

Want an example? How about [2000 Ocean](#), by KAR Properties? The 38-story Miami Beach tower featuring 64 fully-furnished residences rising above Hallandale Beach will boast its own signature health drink and specially-designed healthy snack menu, offer all-organic, locally-sourced, quality ingredients in its restaurant and provide residents complimentary wheatgrass shots on demand.

Developer Shahab Karmely is a big believer in the homily, “Eat your food like medicine so you don’t have to eat medicine for your food.”

“ Says Karmely: “The trend over the past 20 years is a result of advancements in medications, a better understanding of nutrition and a general move towards healthy living. [It’s] brought about a revolution [among] adults in their 50s, 60s and 70s. They are leading very active lives, engaging in physical activities and starting second or third families. 🐦 This new opportunity has made people very, very aware of the importance of food and quality of food they ingest.”

Across the Causeway, X Miami by Property Markets Group has seemingly worked out a response to any health nut's every need. The Miami property provides healthy, organic food and product options on the go at its grab-and-go market on site. Residents can access a high-tech vending machine filled with such items with their X Miami app, with the costs added directly to their rent.

The structure is noteworthy for fitness facilities designed and activated to ensure they're not just leasing tour window dressing, but spaces residents enthusiastically embrace.

Heeding the bell

The facilities are filled with an assortment of equipment appropriate for anyone from beginner to advanced. Reflecting a trend toward less reliance on machines and more on free movement, X Miami features squat racks, self-propelled treadmills, jump boxes, kettle balls and plenty of bands. And while most apartment communities' dumbbells top out at 50 pounds, at X Miami there are bells for the 75-pound lifter.

Daily scheduled virtual group fitness classes in, for example, spinning and boxing take place in the fitness studio, while personal trainers are available to help any resident in the fitness studio or outdoors. The cardio equipment is all linked to TV and Internet, freeing residents from having to juggle their own devices. An energetic playlist partially curated by residents adds to their comfort and sociability. As one observer noted, there is no need for headphones when everyone likes what's coming through the speakers.

Not to be outdone among urban chic, health-focused buildings is [YotelPad Miami](#), from Aria Development Group. Among the vitality-boosting extras the condominium building offers is an on-site matcha bar for use by residents, as well as TransitScreen technology, to show residents how best to get around at any moment.

“Miami is a very health-conscious, active city, and YotelPad Miami will act as a continuation of this lifestyle,” said developer David Arditi, principal of Aria Development Group. “We’re offering fun, healthy options like an organic matcha bar and providing buyers ample bike storage and TransitScreen technology to encourage biking and walkability. Our convenient location in downtown Miami’s urban setting will not only promote a healthier lifestyle but also allow people to really take advantage of what the area has to offer.”